

Message Text

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SUBJECT: WATER RESOURCES TRADE MISSION-YEMEN WRAP UP

1. SUMMARY: THE FIRST US TRADE MISSION TO THE YEMEN ARAB REPUBLIC CONCLUDED A HIGHLY PRODUCTIVE VISIT. HIGHLIGHTING THE VISIT WERE A TELEVISED MEETING BETWEEN THE DEPUTY PRIME MINISTER AND THE MISSION, A SERIES OF MEETINGS WITH RANKING YEMENI CABINET OFFICIALS AND EXTENSIVE CONTACT WITH LEADING REPRESENTATIVES OF THE SANA BUSINESS COMMUNITY. CORDIALITY AND OPENESS CHARACTERIZED THE ATMOSPHERE OF THE MEETINGS. THIS, COUPLED WITH INCREASED YEMENI FINANCIAL RESOURCES, POINT THE WAY TOWARD RAPIDLY GROWING NUMBER OF BUSINESS OPPORTUNITIES FOR U.S. INDUSTRY. END SUMMARY.

2. THE MISSION ARRIVED IN SANA ON SCHEDULED ON JUN 12, AND WAS MET BY REPRESENTATIVES OF THE SANA CHAMBER OF COMMERCE AND EMBASSY CONTROL OFFICER MAHONEY FOR A VIP AIRPORT RECEPTION. FOLLOWING A MEETING WITH THE CENTRAL PLANNING ORGANIZATION DEPUTY DIRECTORY, THE MISSION DIRECTOR AND MEMBERS CALLED ON THE DEPUTY PRIME
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MINISTER FOR AN HOUR LONG DISCUSSION ON THE ECONOMIC AND COMMERCIAL PROSPECTS FOR YEMEN AND US-YEMENI COMMERCIAL RELATIONS. DEPUTY PRIME MINISTER AL-JUNAYD URGED CLOSER TIES BETWEEN U.S. INDUSTRY AND WHAT HE CHARACTERIZED AS THE EXTREMELY IMPORTANT PRIVATE SECTOR IN YEMEN. THE PRESIDENT OF THE CHAMBER OF COMMERCE OFFICIALLY WELCOMED THE MISSION AT THE BIC PRIOR TO THE MISSION'S RECEPTION

THE EVENING OF JUNE 12. THE RECEPTION GIVEN BY THE MISSION DREW AN ENEXPECTEDLY LARGE TURNOUT OF 75 OR MORE LEADING BUSINESSMEN, INCLUDING THE BOARD OF THE CHAMBER OF COMMERCE. IT HELPED CONTRIBUTE TO A NUMBER OF SUBSEQUENT BUSINESS DISCUSSIONS THAT RESULTED IN SPECIFIC SALES LEADS.

3. THE MISSION MET WITH A NUMBER OF YEMENI CABINET OFFICIALS DURING ITS VISIT, WHICH ENABLED THE MEMBERS TO RAPIDLY FORM INSIGHTS INTO THE OPPORTUNITIES IN A MARKET WHICH PREVIOUSLY WAS COMPLETELY UNKNOWN TO THEM. YEMENI CABINET OFFICIALS BRIEFING THE MISSION INCLUDED: MINISTER OF PUBLIC WORKS AND MUNICIPALITIES, ABDALLAH AL-KURSHUMI; MINISTER OF AGRICULTURE, ABDULLAH AL-MATARI AND MINISTER OF ECONOMY, AHMAD AL-HAMDANI. MISSION MEMBERS ALSO MET WITH TAHER RAJAB, CHAIRMAN OF THE AGRICULTURAL CREDIT BANK AND MUHAMMED ALI AL-SUSAIL, DIRECTOR GENERAL OF THE NATIONAL WATER AND SEWERAGE AUTHORITY. OTHER MEETINGS WERE HELD WITH A NUMBER OF YEMENI OFFICIALS AT THE DEPUTY MINISTER AND DIRECTOR GENERAL LEVEL.

4. A GROUP BRIEFING WAS ALSO PROVIDED BY USAID. IN TOTAL, WELL OVER 70 GROUP AND INDIVIDUAL APPOINTMENTS WERE SCHEDULED FOR THE MISSION. MISSION MEMBERS COMMENTED ON THE HIGH QUALITY OF THE BUSINESS APPOINTMENTS AND FELT THAT THEY WOULD NEVER HAVE HAD THE OPPORTUNITY TO MAKE THESE UNCLASSIFIED

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CONTACTS IF IT HAD NOT BEEN FOR THE MISSION. AT LEAST THREE MISSION MEMBERS PLAN FOLLOW UP TRIPS TO YEMEN AS A RESULT OF THE MISSION.

5. MISSION RESULTS. MISSIONS MEMBERS REPORTED A TOTAL OF 22 SALES LEADS FROM THE SANA STOP. 14 AGENT/A DISTRIBUTOR LEADS WERE OBTAINED AND THREE AGREEMENTS ARE EXPECTED IN THE NEXT 12 MONTHS. TWO JOINT VENTURE LEADS WERE MADE AND ONE AGREEMENT IS EXPECTED. THE PARTICIPATING COMPANIES REPORTED IMMEDIATE SALES DURING THE MISSION TOTALING 100,000 DOLLARS. THE TWELVE-MONTH FORECAST IS AN EVEN MORE IMPRESSIVE 3,040,000 DOLLARS.

6. MISSION DIRECTOR'S COMMENT. THE OUTSTANDING RESULTS ACHIEVED BY THE MISSION MEMBERS, ALL OF WHOM WERE NEW TO MARKET AND/OR NEW TO EXPORT, CLEARLY DEMONSTRATE THE EFFECTIVENESS OF THE TRADE MISSION CONCEPT IN YEMEN. THE YEMEN MARKET, ALONG WITH ITS NUMEROUS RIGORS, COULD WELL BE COMPARED TO SAUDI ARABIA AND THE TRUCIAL STATES IN 1970. THE AMERICAN FIRMS WHICH MET THE TRYING CONDITIONS IN THOSE COUNTRIES IN THE EARLY 1970'S ARE THE FIRMS WHICH ARE NOW ENJOYING SUBSTANTIAL

SALES. WITH INCREASED EMBASSY SANA RESOURCES ALLOCATED
TO THE COMMERCIAL FUNCTION, SERIOUS CONSIDERATION SHOULD
BE GIVEN TO THE DEVELOPMENT OF A COMPREHENSIVE EXPORT
PROMOTION PROGRAM FOR THE YEMEN ARAB REPUBLIC.
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